

## RURAL SCHOOL TERM SHOULD BE EXTENDED

By P. P. Claxton,  
U. S. Commissioner of Education

In most States school days for country children are fewer than for city children. The average length of school year in cities of the United States is one hundred and eighty-five days; in rural communities one hundred and thirty-eight days, a difference of forty-seven days. In some States the difference is much greater than this average. In many counties the average length of the rural school term is less than one hundred days, and in some districts it is less. On the other hand, in the States of California, New York and Connecticut, the country schools are in session one hundred and eighty days in a year, and in several other States almost as long. The country schools of Rhode Island are in session one hundred and ninety days in a year.

If all children are to have an equal opportunity for education we must even up the school terms of the country and give to all country children at least as many days as are now given to city children. One hundred and eighty-five days of schooling a year for all children will not be too much. There are counties in which the schools, both for city and country, are in session from two hundred and twenty to two hundred and fifty days or more in the year. American children need as much education as those of any other country, and this applies to the rural as well as urban districts.

### BANK AND COMMUNITY

Leading the community into partnership with the bank, opening up a ledger account with progress, making thrift and enterprise stockholders and the prosperity of the country an asset to the bank, put behind it stability far more desirable than a betterhead bearing the names of all the distinguished citizens of the community. The bank is the financial power house of the community and should be the locality that has an up-to-date banker.

### POLITICAL PRAYER MEETINGS

It is a sad day for Christianity when the church bells call the communicants together for a political prayer meeting. Such gatherings mark the high tide of religious political fanaticism, put bitterness into the lives of men; fan the flames of class hatred and destroy Christian influence in the community. The spirit actuating such meetings is anarchistic, un-Christian and dangerous to both church and state.

## ADVERTISING TO GET RESULTS

The Right Kind Certain to Bring an Increase of Business for the Merchant.

Advertising is simple to some people and very difficult and complicated to others. The former class never spends a dollar on printing ink without the assurance of good returns. The other class sometimes spends thousands of dollars without the slightest result.

Is it a mystery? Not at all. A thoroughly experienced person can tell beforehand whether an advertising campaign will pay. It is not easy to say just what form of advertisement will give the best results, but it is easy enough to select the method of advertising which will give such results.

There is a right way and a wrong way of conducting an advertising campaign, and good advertisements and good mediums may prove worthless if the advertiser has chosen the wrong way.

Speaking generally, the mail-order system is one of the wrong ways, although it may pay individuals. It is merely a substitute, a temporary substitute, for the true and tried old system of retailing merchandise. Take the case of the retail greener who sells a private blend of tea and who is trying to build a big demand through the mails. He may ultimately create a fair business by mail, but it should be obvious even to himself that a far wider outlet awaits a similar article pushed through the usual trade channels.

Mail order business is an unnatural business and is not likely to be a permanent feature of the country's commerce.

The magic of advertising? That's right. The magician's wand cannot do the expected job with one wave, however, nor can it work its wonders through a single class of mediums.

The public must be reached, and each of these branches of the advertising job must receive proper treatment. If one is neglected in the least there will be disappointment. The retailer's advertising task is, as a rule, much simpler than the manufacturer's, except, of course, when he wishes to push his own private brands into general distributive channels.

Drug Victim Crawls Sixty Feet on Five Inch Projection of Denver Hotel.

Denver, Colo.—Two companies of firemen were called out to rescue W. A. Tracy from a five-inch ledge skirting the seventh story of a downtown hotel. Tracy, who according to the police, was crazed with drugs, had climbed out of a window and crawled about sixty feet along the ledge when discovered. While firemen were attempting to rescue Tracy with ladders, a member of another department rescued him from a nearby window and dragged him to safety.

## REAL ESTATE TRANSFERS

(By STADTMAN & BYRON)

### PATENTS

U S to Elmer C. Slack SW of SE of SW1 4 S1 2 of NW1-4 and NE of SW1-4 Sec 12 and NW of NE1-4 NE of NW and NE of NE1-4 13 7 14 E.

U S to Jefferson D Thomas W1 2 NE of SO and SW of NW1-4 Sec 32 7 14 E.

### WARRANTY DEEDS

L R York et ux to James R Scott lots 17 and 18 Blk 86 Capitan, N. M. Sebron T Gray to Melcor Chavez lots 3 and 4 blk 64 Capitan.

Sebron T Gray to Melcor Chavez lot 2 blk 64 Capitan, N. M.

Wm Franklin et ux to Franklin, Consolidated Gold Mine Co. NW of LE1 4 Sec 27 6 13 E.

Porter G Peter to Melcor D Chavez 1 2 int in E 1 2 of NW1-4 and W1 2 of NE1 4 Sec 29 7 15 E.

Carrizozo Townsite Co. to Mary E Hoffman lot 6 7 and 8 blk 2 Carrizozo.

Chas P Fritz Jr to Maud Fritz SE of SE1 3 Sec 29 and the NE of NE1 4 Sec 31 less 20 acres in SW of SE1 4 Sec 29.

Dan Dawson to Franklin Con Gold Mine Co. the Conehita and Eee Mine Claims Jicarilla district.

Emil Weineheimer, North Star, Bonito district.

John H Robertson, Nogal district. Allen A Lane et al Oblong Lode White Oaks district.

Allen A Lane et al Powo Lode White Oaks district Lease and Option.

Harriet McIvers to Geo B Barber

### MARRIAGE LICENSES

Antonio Torres to Aurelia Salazar.

Walter Snell to Pearl May.

Fred W Craig to Maria Alanes.

Remember

That every added subscriber helps to make this paper better for everybody

ESTABLISHED JUNE THE FIRST, EIGHTEEN HUNDRED AND NINETY TWO

## THE EXCHANGE BANK

CARRIZOZO, NEW MEXICO

Capital \$50,000.00

Transacts a General Banking Business  
Sells Drafts on Principal Cities of the World  
Accords Borrowers Every Accomodation  
Consistent With Safety  
Accounts Solicited

INTEREST PAID ON TIME DEPOSITS

## CARRIZOZO DRAY

J. G. TEXTOR, Proprietor

General Transfer and Drayage business Freight  
Baggage, and Express delivered to  
all parts of the city.

Phone 62

HEADQUARTERS AT KELLEY & SONS

Prompt Service

Courteous Treatment

## JOHN E. BELL

Staple and Fancy Groceries

"WHERE QUALITY IS FIRST"

Dixie, Avondale and Joy Brands Signify Quality

Give them a trial and you will  
always use them.

'Phone 56

Let US PRINT  
YOUR  
SALE BILLS

If you are are intending to buy  
an Ice Cream freezer this summer  
you should inspect our line before  
making your purchase. Prices range  
from \$1.50 to \$2.50—Taylor & Sons

## IN W THY COUNTRY

### W--Telegraph and Telephone

Our transportation facilities are the most perfect product of this great commercial age. The telegraph and telephone systems of this nation crown the industrial achievements of the whole world. These twin messengers of modern civilization, born in the skies, stand today the most faithful and efficient public servants that ever rolled for the human race.

They are of American nativity and shape warm from the mind of the inventive genius here, under American supervision, spun a network of wires across the earth and under the seas. Telegraphy, in its early youth, mastered the known world and the telephone has already conquered the earth's surface, and now stands at the world's ready to leap across the oceans.

No industry in the history of the world has ever made such rapid strides in development and usefulness, and none has ever exerted a more powerful influence upon the civilization of its day than the Telegraph and Telephone. Their achievement demonstrates the supremacy of two distinct types of American genius— invention and organization.

The industry was peculiarly fortunate in having powerful inventive intellect at its source and tremendous minds to direct its organization and growth. It is the most perfect fruit of the tree of American industry and when compared with its European contemporaries, it thrives every patriotic American with pride.

Ambitious youth can find no more in-

spiring company than the fellowship of the giant intellects that constructed this marvelous industry and a journey along the pathway of its development, illuminated at every mile-post of its progress by the lightning flashes of brilliant minds, will be taken at a very early date.

A brief statistical review of the industry brings out its growth and magnitude in a most convincing and unforgettable manner.

The telephone service of the United States is the most popular and efficient and its rates are the cheapest of the telephone systems of the world.

We are the greatest talkers on earth. We send 60 per cent of our communications over the telephone. The world has about 15,000,000 telephones and of this number the United States has approximately 8,540,000, Europe 4,020,000 and other countries 1,300,000. According to the latest world telephone census, the total telephone investment is \$1,900,000,000 and of this amount \$1,095,000,000 was credited to the United States, \$638,000,000 in Europe and \$175,000,000 in other countries. The annual telephone conversations total 24,600,000,000 divided as follows: United States 15,600,000,000; Europe 6,800,000,000, and other countries 2,200,000,000. The total world wire telephone mileage is 33,262,000 miles divided as follows: United States 20,248,000, Europe 10,335,000, and other countries 2,679,000. About six per cent of the world's population and sixty-one per cent of the telephons wire mileage is in the United States.

## WELCH & TITSWORTH

CAPITAN, N. M.

We carry in stock: McCormick Mowers, McCormick Rakes, Studebaker Wagons, Studebaker Buggies, Studebaker Hacks, Black Leaf 40 Sheep Dip, Barbed Wire, Hog Fence, Chicken Netting, Cement, Dynamite, Blasting Caps, Fuse, etc.

## WELCH & TITSWORTH

CAPITAN N. M.